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HOLIDAY DRESSING: DOES IT MEAN A DRESS?

Yes and no. Women are again opting for a different look at night. Daywear is tailored and frankly functional, evening wear is romantic and frankly female. But dressing up won't rule out pants, so long as they're feminine in feeling -- mucho macha. Soft tunics float over skirts or pants, hemlines are long, short or somewhere above the ankle.

P.M. DRESSING -- DRESSES: Wrap and kabuki sleeved, in black or sand crepe, can go over skirts or pants (Cathy Hardwick) ... SEPARATES: Bell-shaped taffeta skirts, wing-capped tops, bordered in UN-peasanty eyelet lace; jewel tone velvet bootlength envelope skirt, strapless wrap-around top; triple-tiered, triple-colored chiffon multi-option handkerchief hemmed skirts, tunics, ponchos (Gil Aimbez/Genre).

EVENING WEAR: ASYMMETRICS -- long or short, asymmetric necklines, side-draped ties, halters, capelets in slithery one-and two-piece Ban-Lon prints (Mac Tac of Paris/ Leonard Sunshine) -- ONE SHOULDER -- long white knit slink, crochet edge in gold (Mady Gerrard) ... LONG T-SHIRT in gleaming jailbird striped non-metallic glitter yarn (M. Gerrard) ... Hot pink or turquoise silk crepe (Hardwick) ... CAFTANS: Handknit look, banded in sequin and bugle beaded antique Indian ribbon (M. Gerrard) -- cowl caftans and tunics in rayon georgette or lightweight basket weave wool gauze top wide-ankle-cuffed desert pants; or "mompe" skirt with wide, attached wrapping sash that can convert into halter or camisole, or hang free as a paneled peplum (Carol Horn's Habitat).

PANTS; JUMPSUITS -- in explosive red silk crepe (Hardwick) ... PANTS -- drawstring, harem'd -- culottes, gauchos.

FABRICS TELL THE HOLIDAY STORY BEST: Silks a major influence ... Cottons keep gaining ... Knits, in all fibers, continue supple ... And EMBELLISHMENT is IMPORTANT: Buttons, ribbons, laces -- glitter.

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FALL 1977: SOPHISTICATED COLOR COMBINATIONS

Increased sophistication in combining colors heightens their impact. There still is a tonal light to go with every dark, but the news is in unexpected clusters of three or more colors.

DEEP DARKS are rich, Renaissance in feeling ... BROWNS reddened ... BLUES greened with teal, peacock returning ... WINE REDS, FOREST GREENS, in classic tartans ... PURPLES throw curves into patterns, prints.

BRIGHTS are radiant ... RED leads ... YELLOW the new "most wanted" ... TURQUOISE, HOT PINK, strong BLUE and BITTERSWEET electrify the Winter scene ... BRIGHTS combine with DARKS, then are well tempered with NEUTRALS ... Add BLACK and WHITE to this group -- alone, and smashing with other brights, they're more significant than in many years.

PASTELS show new depth and clarity, are very un-pastel in feeling, revved up by dress and dressing influence ... SALMON, jade, clear pink, sky blue, aqua, used for suity super-silk shirts and elegant tunics.

NEUTRALS look earthy and natural ... Winter white, warm camel, spice, gray and taupe interact with one another, and with every other group.

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PARIS COUTURE: IS IT A BOMBSHELL / OR IS IT A DUD / IS IT ONLY A LITTLE WAVE / OR REALLY A FLOOD ?

Relax. It's none of these. For the record: St. Laurent's "controversial" overblown silhouette is the logical extension of his stagey Rich Russian Peasants launched earlier in his Rive Gauche Fall Ready-to-Wear collection (May FI). It is already available in his and in American-designed RTW in U.S. stores. At its exaggerated extreme, it is meant only for directional impact, and for oil-rich private clients.

LOOK, THEREFORE, for its INFLUENCE to come, not in its totality, but in ITS INDIVIDUAL COMPONENTS -- which are REVOLUTIONARY:

... WAISTLINES pulled IN and UP to a high bustline with wide BELTS, or important front-laced Tyrolean CORSELET BODICES in richly contrasting velvet -- braided-suede corselet on two-tone coat, and shortened hip-hugging "spool" girdles (Givenchy)

... HIPS HUGGED also with bands, tucks, tasseled ropes, corselets

... DRESSES are IN, but PANTS are NOT OUT

... FULLER SKIRTS -- circular, PLEATED, hip-stitched, dirndl, puffed out over visible underskirts, matching or stiffly ruffled

... FULLER SLEEVES -- chiefly, puffed out just below elbow (YSL) -- puffed above shoulder (Ricci) -- hip-deep batwings

... RUSTLING, STAND-ALONE SILKS

... VIVIDLY CONTRASTING borders, seam-bindings, bandings

... LENGTHS: By day, from knee (Givenchy) to mid-calf and longer (YSL) -- by night, from below-calf to floor

THE CONTINUING INFLUENCES:

... TUNICS, now cut fuller, and more often over skirts than pants -- but draw-string tunics over narrow pants (Dior) -- 7/8 tunics over day and evening skirts (Givenchy) -- chasubles (Chanel)

... SUITS -- Balenciaga-loose jackets over pleated or gathered skirts - OR - the fitted-man-tailored-suit-with-pleat-skirt school led by Dior -- Chanel's cardigans run longer, their skirts burst into pleats

... PANTS: Although dresses are returning, pants remain in the mainstream of fashion ... JUMPSUITS, in woolknit (Courreges) -- for watching TV (Cardin)

RE-ENTER: THE DAY DRESS -- leading contender has blousey bodice, full sleeves and big, hip-stitched skirt -- in prints and brights with contrast braid.

COATS, too, have fuller sleeves; most feature colorful contrast in fur or other trim: WIDE COATS, in bold, bi- and tri-colored Shetland (Venet) -- in striped or solid blanket-weight wool vividly bordered with contrasting braid, seams and hem outlined with colorful passementerie, on BILLOWING CAPES, too (YSL) ... JACKETS over separate skirts or dresses: BIG-SLEEVED and BOXY (Givenchy) -- with contrasting borders and seam bindings (YSL).

EVENING: CRISP, firm-bodied SILKS replace clinging chiffon: MOUSSELINE, TAFFETA, MOIRE, FAILLE ... But there are exceptions, notably black SILK JERSEY -- (Dior, Givenchy) draped (Gres) ... STIFF SILK bouffant contrasted with VELVET (YSL) -- VELVETS contrasted with FLAT SILKS (Givenchy) -- PANNE VELVET, newest in floral prints, buoyed by taffeta underpinnings ... Lames, metallics, metallic embroidery ... STRAPLESS continues (YSL, Gres) ... And the HEAVY BEADINGS could spark a revival.

TRIMMINGS RETURN, especially colorful football jersey bandings around neck, shoulders, borders and down sides (Dior, YSL) -- could prove to be the biggest influence of all by Spring ... PLEATS, TUCKS -- the latter even on coats (Balmain, Ricci) ... RUFFLES on the outside, or visible underneath ... FUR trims and linings, always in contrasting color ... DRAWSTRINGS, CORDS, TASSELS, BRAID, PASSEMENTERIE, BANDS.

COLORS: A tumultuous massing of deep, RICH RENAISSANCE tonalities -- or barbaric, HIGH-VOLTAGE brights electrified by unexpected color CONTRASTS which are THE MAIN MESSAGE ... Bi- and tri-color earthtones.

(continued on page 3)

PARIS COUTURE (continued from page 2)

PRINTS AND PATTERNS: Small florals on dark grounds, or vice versa ... Tone-on-tone and shadow STRIPES ... PLAIDS (Givenchy, Scherrer) -- harlequin (Gres) -- hounds-tooth (Dior).

ACCESSORY INFLUENCES: CHUNKY CHOKERS of BARBARIC GOLD, elbow-high and slave-cuffs, massive Egyptian collars, all balance the bigger shape of clothes -- feather chokers -- long tassel pendants ... BELTS, sashes, tasseled cords, cummerbunds, laced-front belts and corselets could be just what the belt market has been waiting for ... Paisley challis SHOULDER SCARFS and BABUSHKAS tied under hats are added shot-in-the-arm for scarf houses ... SMALL HEADS act as foil for big clothes -- TURBANS, draped or furred ... BOOTS are mostly "wrinkled" looking -- STILETTO heeled shoes.

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MULTI-PIECE WARDROBE: ONE SIZE FITS ALL

For city, resort or travel, an entire wardrobe fits into a handbag, yet provides a multitude of changes.

PACKAGED PIECES: They go from sunlight to moonlight -- triangle scarfs and saris tie cleverly (but not too cleverly to fathom), so each can be worn two or three ways ... Printed polyester jersey one-legged pant-skirt, four-point top, sash top, bikini and sari for the sunlight package ... Stained glass print polyester georgette moonlight package contains wrap-pant, sash that ties as a halter or camisole, and sari (Cheena collection by China Machado for Pat Tennant, Inc.).

INTERCHANGEABLE COMPONENTS; THE ULTIMATE IN LAYERING: Alternative ways of wearing parts that can be worn together -- light-weight silk crepe de chine in brilliant colors for tunics in three lengths -- butterfly sleeve coat, flying panel long skirt, paneled pants, mini overskirt -- opportunities for the wearer to make layering a changeable feast (Zoie by Zoran).

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IMPORTANT DATES

MILAN - Ready-To-Wear Showings, Oct. 12-15
FLORENCE - RTW, Knitwear, Furs, Oct. 17-21

COTY AWARDS TO BENEFIT EDUCATIONAL FOUNDATION

For the first time, the Coty American Fashion Critics' Awards presentation in N.Y. will be a benefit for the Educational Foundation for the Fashion Industries. Designers in the various categories include:

...Kasper -- Hall of Fame, Women's Fashions.
...Bill Kaiserman of Rafael; Ralph Lauren -- Menswear Hall of Fame.
...John Anthony; Ralph Lauren -- "Winnie" Return Award.
...Britta for Cinnamon Wear; Holly Harp; Mary McFadden -- Nominated for "Winnie".
...Sal Cesarani; Jean-Paul Germain; Alexander Julien -- Nominated for Menswear Award.
...Barbara Dulien for Workwear Corp. of America -- Special Awards, Women's Fashions.
...Vicky Davis -- Men's Neckwear -- Special Awards, Men's Fashions.
...Lowell Judson (for Roytex); Ronald Kolodzie (for Eye-Ful); Robert Schafer (for Burma-Bibas) -- Men's Loungewear -- Special Awards, Men's Fashions.

The Awards Presentation is scheduled for Thurs., Sept. 30 at 8:00 P.M., at Fashion Institute of Technology Auditorium, 227 West 27th St. (Tax deductible contrib.: $125.00)

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NEW NON-SAG SWEATER HANGER ON MARKET

A new 19-inch polyplastic hanger provides the natural, full-bodied look without taking up as much space as curved hangers. Said to prevent stretching of knit and leather garments, and keep shoulders from drooping or puckering. An optional Hi-Grip surface prevents even wide-neck garment slippage. Fitted with large area for store identification label, and turnable wire hook that accepts See-Lect-Eez size indicators. (John Thomas Batts, Zeeland, Michigan 49464).

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IMPORTANT DATES

SAN DIEGO - "MAGIC" Menswear Show, Oct. 7-11
COLOGNE - Children's Fashion Fair, Oct. 8-10
N.Y. - American Home Sewing Council, Oct.9-11
L.A. - Calif. Designers' Fash. Wk., Oct.11-15
N.Y. - NAMSB & BAMA (Men's & Boys'),Oct.17-20
PARIS - Pret-a-Porter Showings, Oct. 23-27
LONDON & BIRMINGHAM - Spring/Summer,Oct. 26-31
DALLAS - Spring Ready-To-Wear, Oct. 22-26
N.Y. - Spring Ready-To-Wear, Nov. 1-12
L.A. - N.Y. Fashion Creators, Nov. 5-9
CHICAGO - Spring Ready-To-Wear, Nov. 7-11

FI BOUTIQUE BEAT -- MILAN AND ROME

MILAN

Alberto, Corso Plebisciti, 12. Slightly off the beaten track. Owner Giuliana Alberti's exclusive designs as well as Dorothee Bis and Jean Muir.

Biffi, Corso Genoa 6. Potpourri of Kenzo, Miyake, other French apparel.

Bozart, Corso V. Emanuele. Excellent knits and separates.

Cose, Via Spiga 8. Fashions for the young, featuring Kenzo, La Maison Bleue, Christian Aujard; knits by Nuccia Fattori.

Diana Bis, Via Della Spiga. Original and good RTW and accessories.

Dina, 26 Via Spiga. Fashionable hair salon, with important boutique on main floor: Trell by Albini, Gold Angel by Emi, Vincenzini; other Milan labels.

Fiorucci, Galleria Pasarella, Corso V. Emanuele. Leading Milanese junior boutique, good for special "items."

Gemelli, Corso Vercelli. Men's & women's separates & sportswear, including Aujard, Les Copains, and Basile.

Gulp, Via Santo Spiritu 14. Featuring off-beat evening fashions.

Krizia, Via Agerello 12. Fun knits plus separates, suits, after-5 fashions.

Lella Sport, Via San Pietro Orte. Superb sportswear, especially for apres ski.

Mademoiselle, Via Monte Napoleone I. Handles Missoni exclusively in Milan.

La Rinascente, Passagieri del Duomo. Milan's largest department store -- Good accessories & volume RTW.

Sem, Corso Magenta. Trendy knits & RTW.

ROME

Babi Tricot, Via S. Francesco a Ripa 167. Tel: 589-4847. Bulky handmade knit sweaters & dresses, made up in one week.

Diana Bis, Via Frattina 141. Tel: 679-0891. Pants, shirts, sweaters, hand-made shawls. Featuring Dorothee Bis, Cloo-Cloo, others. (Also, in Milan, Forte dei Marmi, Rotondo).

Bottega del Pantalone, Via dei Greci. RTW & custom-made trousers for men & women.

Il Cancelleto, Via Della Carozze 87. Junior dresses, silk blouses, prints.

El Cinque, Vicolo del Cinque 48. Tel:580-3614. Original clogs, belts, shirts, dresses -- all handcrafted by the owners.

Malia, Via Della Croce 9. Excellent denim with faggoting & lace inserts. Sportswear, dresses, sweaters, accessories.

Muschio E. Miele, Via Garibaldi 88c.(589-4619) Off-beat made-to-order fashions (one week for delivery). Owned by Paola Pitagora.

Parallele, Via del Gambero 34. (679-0907). Classic fashions in silk, wool, exclusive prints. Own production. Expensive.

Sarastore, Via Della Croce 52. Separates & shirts. Big printed fabric bag.

Sorellemacalle, Via Della Croce 68-69. Sportswear, separates, dresses -- elegant and expensive.

Testa, Via Frattina 104. Tel: 679-2194. Excellent menswear designer. (Avant-garde at Via Gorgognona 13, tel: 679-6174).

Twiggy, Via del Moro 8. Tel: 582-2998. Jackets, pants, dresses, accessories.

Vanita, Via Frattina 70. Tel: 679-1743. Lingerie, peignoirs, nightgowns, beach-wear -- own designs -- exclusive prints.

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